


Get ready for the  World
Championship Korean Grand Prix in 2010!
Formula One is coming to Korea.





❖ What is F1 (Formula One)?

- ❖ It is one of the three biggest sports events in the world, alongside the World Cup and the Olympics. It is the world's top car racing competition authorized by the FIA (Federation International Automobile)
- ❖ This is a world championship, where 11 teams with 2 drivers each, tour and race in 17 or 18 countries every year and, based on the yearly results of the driver's championship and the constructor's championship, the season's champion is decided.
- ❖ As many as 200,000 spectators come to watch each race, while the total number of TV viewers is 600 million people annually. The yearly operating expenses of the F1 teams amounts to 27 billion dollars. 200 multi-national corporations also sponsor F1 World Championship Grand Prix by investing \$2 billion.
- ❖ The F1 World Championship Grand Prix can be held in the same country every year, while the World Cup and the Olympics are rarely held in the same spot for a generation.

▶ 2009 F1 Grand Prix Calendar

| Date | Host countries | Date | Host countries | Date | Host countries |
|-------|----------------|-------|----------------|--------|----------------|
| 3. 29 | Australia | 6. 21 | England | 9. 13 | Italy |
| 4. 5 | Malaysia | 6. 28 | France | 9. 27 | Singapore |
| 4. 19 | Bahrain | 7. 12 | Germany | 10. 11 | Japan |
| 5. 10 | Spain | 7. 26 | Hungary | 10. 18 | China |
| 5. 24 | Monaco | 8. 23 | Europe | 11. 1 | Brazil |
| 6. 7 | Turkey | 8. 30 | Belgium | 11. 15 | Arab Emirates |

Overview

- **Title** : Formula One World Championship Korean Grand Prix
- **Period** : 2010 to 2016 (seven years and with option to extend)
- **Locale** : Inside the Tourism & Leisure Complex of the southwest coast (Yeongam-county)
- **Main facilities** :
 - Circuit : Race track, control tower, pit, paddock, press center, spectators' stands, team building
 - Subsidiary facilities : Parking lot, theme park, public garden, green space.

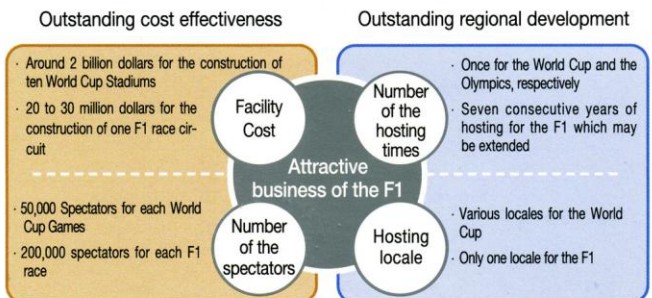


Announcement of the F1 hosting and signing ceremony (October 2, 2006)

Why F1?

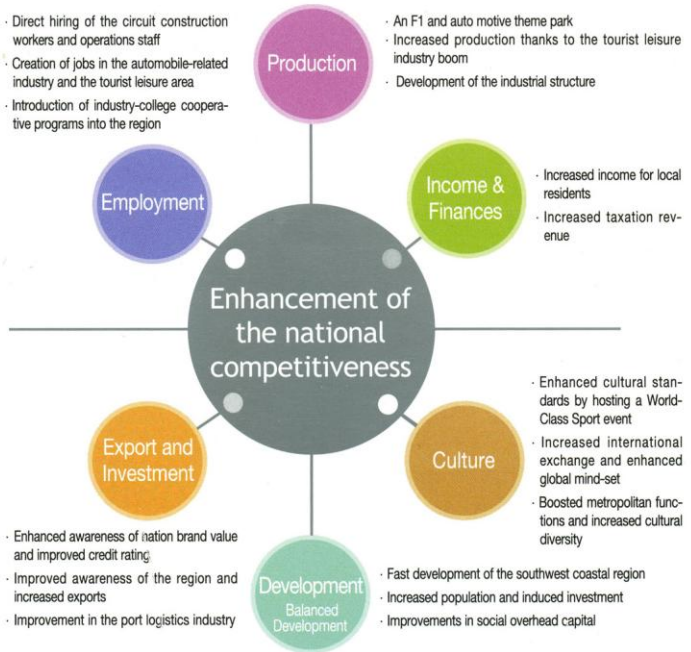
- It corresponds with regional development objectives set for Jeonnam province: The development of the Southwest Coast Tourism and Leisure Complex.
- The car is one of the most indispensable technological innovations and motor sports are among the most popular sports worldwide.
- Although Korea has not had much exposure to motor sports, with rising prosperity, Koreans are demanding more leisure activities.
- In countries that have hosted F1, the apex of motor sports, there has been substantial economic benefit.

Business Benefits of the F1



Effectiveness

▶ When Jeonnam province hosts the F1 GP in 2010, there will be significant change in terms of worldwide name recognition, economic improvement and job creation.



Economic ripple effects

● Period criterion : 2010 to 2016 (7 years)

(Standard unit: million, people)

| Classification | Effect of increasing production | Effect of increasing income | Effect of increasing added value | Effect of indirect tax | Effect of creating jobs |
|-----------------------------|---------------------------------|-----------------------------|----------------------------------|------------------------|-------------------------|
| Sum Total | 1,806 | 437 | 861 | 91 | 17,994 |
| Construction of the circuit | 399 | 85 | 167 | 14 | 3,580 |
| Hosting of the competitions | 1,407 | 352 | 694 | 77 | 14,414 |
| Annual average | 258 | 62 | 123 | 13 | 2,570 |

※Analysis: Korea institute of sport science, Seoul Olympic Sports Promotion Foundation



How hosting the F1 will be pursued

► Foundation of a corporate body devoted to the management of the F1 GP events

KAVO Corporation, making the dream of corporate state cooperation come true

- Jeonnam province and private companies will cooperate in financing the F1 events.
- KAVO (Korea Auto Valley Operation) is an SPC, which was co-founded by Jeonnam province and private corporations. It is to take charge of the construction of the race circuit and the operation of the F1 GP events.

►► Enactment of a special law

- It is necessary to enact a support law in order to successfully provide for the F1 events through the government subsidy.
- ※ Enactment proposal of the F1 support law in Korea's national assembly, as of August, 2008



Location of the race circuit





►► F1 Q&A

- ◉ What is the origin of the name "F1"?

The English word "Formula" meets the number "One."

- ◉ What is the price of an F1 race car?

There is no specific price tag for these specially made cars. But, considering the amount of money invested in the development of these machines by each team, the normal price for such a car would be around ten million dollars.

- ◉ How fast is an F1 car?

An F1 car is somewhat like a jet airplane on the ground. Its engine displacement is 2400 cubic centimeters, with a maximum output of 780 horsepower. Its maximum speed is 355 km per hour, while the sensory speed that the driver can feel is between 700 and 800 km per hour.

- ◉ Equipment maintenance service at lightning speed during the race

It takes only three minutes to change four tires, and seven minutes to fill the fuel tank with 70 to 80 liters of gasoline.

- ◉ An F1 machine is a moving billboard.

The average annual budget for each of the 11 teams in competition amounts to 250 million dollars. Each team receives sponsorship from an average of 18 multi-national companies in fields such as: Finance, Information technology, Telecommunication, Electronics, Soft drinks, and Liquor.

►►► Michael Schumacher, hero of the F1 Grand Prix

- ◉ He swept over the F1 stage for five consecutive years, from 2000 to 2004. And he has a total of 91 wins and became a season champion seven times. As an F1 driver, German-born Michael Schumacher earned some US \$100 million in 2002. He is known as one of the wealthiest men in professional sports.



In his career, he has won 91 races and became the season champion a total of seven times, including 5 consecutive times from 2000-2004. As an F1 driver, German-born Michael Schumacher earned nearly \$100 million in 2002. He is known as one of the wealthiest men in professional sports.

Welcome to the 2010 F1 Korean Grand Prix!

We focused our energy and successfully hosted two of the greatest sporting events, The Seoul Olympics in 1988 and the 2002 Korea-Japan World cup, so what remains to be hosted?

Only the mammoth sporting event, the Formula One World Championship Grand Prix!

Among all the nations that have hosted the World cup and the Olympics, Korea is the only one that has not hosted the F1 Grand Prix.

Now it's time to 'start your Engines' in Jeonnam, Korea.



Beautiful Jeonnam is geared up for a dynamic future as host to the F1 Grand Prix.

2010 F1 KOREA RACING TEAMS

15~17 OCT. 2010

<http://www.f1korea.go.kr>

| Team | Country |
|------------------|----------|
| McLaren-Mercedes | U.K. |
| Ferrari | Italy |
| Renault | France |
| Toyota | Japan |
| Toro Rosso | Italy |
| Red Bull Racing | Austria |
| Williams | U.K. |
| Force India | India |
| Brawn GP | U.K. |
| BMW Sauber | Germany |
| US F1 | U.S.A. |
| Campos Meta | Spain |
| Manor F1 | U.K. |
| Lotus F1 Team | Malaysia |